

# THE SIMPLE HOME STAGER



## HOW TO SELL A HOME IN CALGARY'S UNPREDICTABLE REAL ESTATE MARKET

"If you are looking for a way to capitalize on your investment, I would suggest you consider using the staging services of Debbie at The Simple Home Stager. During a downturn in Calgary's real estate market, Debbie staged my clients home when the city had a record number of properties on the market. We sold their home for \$28,000 more than an identical property in the same building thanks to Debbie." Ken Morris Royal LePage Integrity

## Getting A Buyer To Fall In Love With Your Home = SOLD

"You live in a home one way and you sell it in another," says Debbie Atamanchuk of The Simple Home Stager. With a background in the film and television industry, Debbie knows the key to selling a home is to create a lifestyle that home-buyers will fall in love with.

If you want a home to sell quickly in this marketplace homeowners need:

- A home that shows well online as home-buyers begin their home search on the internet
- Attractive listing pictures to get buyers in the door
- A home that stands out from the competition as staged homes have been proven to sell quicker

## This Is How Debbie Will Help You Sell A Home Faster And For More Money

In a 2 hour consultation she will go with you step by step on how to attract more buyers by:

- Creating a good first impression on the exterior of the home enticing home-buyers to want to see the inside
- De-clutter and depersonalize so buyers won't be distracted by the sellers "stuff" resulting in a lost sale
- Re-arrange furniture and accessories to make every room feel warm and spacious so buyers can visualize themselves living in the space
- Showing homeowners the key essentials to have a home ready on the day of the open house

## The Simple Home Stager Will Save You Time And Money

Debbie will use the homeowner's furniture to keep the cost down for her clients. But on occasion rental furniture may be needed and accessories purchased to show the home to its fullest potential.

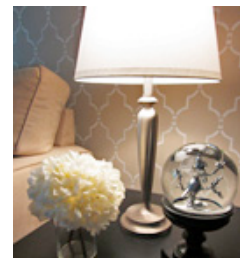
Homeowners will decide how much of the work they would like to do on their own or they can have The Simple Home Stager team take care of the entire staging project.

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## Alberta Home Staging Services:

Calgary, Airdrie, Okotoks, Cochrane, High River, Chestermere and Lethbridge.



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Before: This homeowner used one of their bedrooms as a dumping ground for their “stuff” which made it difficult for buyers to visualize themselves living in this space. After: By de-cluttering this room and adding a bed, headboard, and some decorative accessories, this room feels warm and inviting showing off its true potential to homebuyers.

Before: This bedroom wasn't showing its best as it had too much furniture which left it feeling cramped and in desperate need of some updating. After: Homebuyers want a move in ready space so this entire room got a makeover. We added new carpet, paint, drapes, modern bedding and accessories creating a warm welcoming bedroom that any homebuyer would fall in love with.



Before: This living room needed some easy and inexpensive changes to make it stand out from the competition on the market. After: By only changing the wall color and using the homeowners existing furniture we ended up saving them a lot of money. Adding a modern feature wall and some accent pillows takes this room from drab to fab.



**HOW AN APPLE PIE CAN SELL A HOME** “When selling your home, the aroma in a space is just as important as staging as it can make or break a good real estate deal” says Debbie Atamanchuk. She used her “apple pie” technique when selling her own home and ultimately sold it to a family that owned their own bakery.

Debbie Will Make Your Life Easier And Less Stressful By:

- Shopping for accessories
- Coordinating furniture rental
- Referring trades

You never get a second chance to make a first impression so have Debbie of The Simple Home Stager help you move onto the next stage of your life. Debbie is a graduate of The Staging Diva Home Staging Business Training Program by internationally recognized staging expert Debra Gould, The Staging Diva®.

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